

CPC AT-RANDOM SURVEY RESULTS ARRANGED NUMERICALLY

1.00 TO 2.00 INDICATES “MOST UNACCEPTABLE” RATINGS

2.01 TO 2.50 INDICATES “UNACCEPTABLE” RATINGS

2.51 TO 3.50 INDICATES “NEUTRAL” RATINGS

3.51 TO 4.00 INDICATES “DESIRABLE” RATINGS

4.01 TO 5.00 INDICATES “MOST DESIRABLE” RATINGS

SUMMARY: Survey questionnaires were returned by **665 Amherst citizens chosen at random**. Some **76 items** on the questionnaire required participants to indicate preferences. Results were calibrated on a “means” scale from 1 (least acceptable) to 5 (most acceptable) with a mid-scale score of 3 indicating a neutral position. Overall, these random survey results indicate citizen satisfaction with the town the way it is. By examining the responses in a numerical order from the least acceptable to the most desirable, readers can appreciate where the collective outlook of Amherst citizens is located.

MOST UNACCEPTABLE RATINGS (2)

<i>More luxury homes</i>	<i>1.69</i>
<i>More large single-family houses on large lots</i>	<i>1.98</i>

UNACCEPTABLE RATINGS (5)

<i>More privately-owned student housing</i>	<i>2.01</i>
<i>More rental apartments</i>	<i>2.28</i>
<i>More apartments added to existing homes</i>	<i>2.38</i>
<i>New multi-generational recreation center by increasing property taxes</i>	<i>2.41</i>
<i>New Department of Public Works building by increasing taxes</i>	<i>2.47</i>

NEUTRAL RATINGS (40)

<i>Luxury housing for economic development</i>	<i>2.53</i>
<i>More duplexes</i>	<i>2.58</i>
<i>Off-campus privately owned student housing for economic development</i>	<i>2.61</i>
<i>Apartment buildings</i>	<i>2.74</i>
<i>Conventional subdivision for new residential development</i>	<i>2.74</i>
<i>More townhouses/condominiums</i>	<i>2.74</i>
<i>Revolving fund for historical preservation projects by increasing taxes</i>	<i>2.74</i>
<i>New development spread evenly across the town (NOT concentrated in village centers & downtown)</i>	<i>2.75</i>
<i>In future land use, moderate income housing should get less or greater priority than added open space</i>	<i>2.78</i>
<i>Encouraging apartments being added to existing houses</i>	<i>2.79</i>
<i>Increasing density of housing units in Village Centers & Downtown</i>	<i>2.85</i>
<i>Create affordable housing by increasing taxes</i>	<i>2.92</i>
<i>More recreational facilities</i>	<i>2.94</i>
<i>Acquire additional open space by increasing property taxes</i>	<i>2.97</i>
<i>Enhance Town supported social services by increasing taxes</i>	<i>2.97</i>
<i>More retirement housing</i>	<i>2.97</i>
<i>More small single family houses on small lots</i>	<i>2.99</i>

Poorly maintained bike lanes downtown is a transportation problem	3.00
Too few bicycle lanes leading into the downtown area is a transportation problem	3.01
Infrequent buses downtown is a transportation problem	3.02
Additional village centers for mixed business and residential use should be created in Amherst	3.03
Allowing more intensive uses-if they reduce number of new homes & businesses in other parts of town	3.03
Enhance town library offerings by increasing property taxes	3.07
Allowing increased housing density while requiring compatible design standards	3.08
Upscale, market rate units set aside for seniors	3.10
Create a car-free pedestrian mall in part of downtown Amherst	3.11
Allowing increased density while giving current residents significant input into planning and design	3.19
Actively support contemporary cultural life	3.23
Downtown traffic congestion is a transportation problem	3.25
Better link existing parcels of open space	3.27
Lack of downtown parking is a transportation problem	3.34
Promoting a more active community by means of alternative transportation	3.34
Enhance fire and ambulance services by increased property taxes	3.36
Managing traffic congestion by means of alternative transportation	3.36
"Historic resources deserve support through tax incentives."	3.38
Light industry for economic development	3.42
Providing public facilities for cultural activity	3.42
New development should take place in and near existing village centers	3.44
Creating a range of housing alternatives	3.47
Affordable duplexes	3.50

DESIRABLE RATINGS (24)

Enhance public school program offerings by increasing property taxes	3.54
Affordable condos	3.56
Requiring developers...cluster the homes on smaller lots and place remaining land in conservation	3.58
Decreasing Amherst's contribution to global warming by means of alternative transportation	3.59
Cluster subdivision for new residential development	3.62
Encouraging historic preservation	3.62
New residential development should be accessible to bicycle routes	3.63
Small affordable houses on small lots	3.70
Businesses, like convenience stores where access to public transportation is not convenient	3.72
Having housing specifically set aside for seniors	3.72
Allow businesses w/walk-in or drive-in customers to locate in professional research parks	3.74
Support construction of more small homes on smaller lots instead of fewer large homes on larger lots, if this resulted in homes that were affordable to moderate income households?	3.74
Retail services for economic development	3.74
Encouraging mixed-use buildings	3.75
"Historic resources are worth preserving even at the expense of some development."	3.76
New residential development should be accessible to bus service	3.76
Retirement communities for economic development	3.76
Bus service should meet the year-round needs of Amherst on all routes	3.77
More commercial businesses serving student population should be in appropriate areas close to UMass	3.77
Small, moderately priced units set aside for seniors	3.82
Preserving historic structures and landscapes in Amherst	3.84
Preserving current level of farming	3.85
Zoning for a light industrial/office park	3.86
Culture and tourism based economic development	3.95

MOST DESIRABLE RATINGS (5)

Agriculture based businesses and services for economic development	4.03
"Historic resources are part of the distinctive character of Amherst."	4.10
University/research/clean/high technology economic development	4.38
Protection of natural environment (forests, wildlife, fish, habitat)	4.42
Protection of environmental quality (air/water quality)	4.56